

ORDER

**KSNV**

Orders
Order / Rev: 105142
Alt Order #: 06838587
Product Desc: AMER FOR PROSPERITY
Estimate: 464
Flight Dates: 08/15/12 - 08/21/12
Original Date / Rev: 08/10/12 / 08/10/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency Name: Mentzer Media Services, Inc.
Buying Contact:
Billing Contact:
 600 Fairmont Ave.
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Americans for Prosperity
Demographic: A35+
Product Codes: PLI2
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/21/12	96	\$75,075.00	\$63,813.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	96	\$75,075.00	\$63,813.75	0.00
Totals	96	\$75,075.00	\$63,813.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	37%	\$75,075.00
Market	100%	\$202,905.41

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$60,871.62
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$42,610.14
KTUD	0%	\$0.00
KVVU	10%	\$20,290.54
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,058.11

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	08/15/12	08/17/12	M-F 6-7a WakeUp w/Wagners	GM	6-7a	--WTF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--			3			\$700.00		0.00			

Order / Rev: 105142
 Alt Order #: 06838587
 Flight Dates: 08/15/12 - 08/21/12

Advertiser: Americans for Prosperity
 Product Desc: AMER FOR PROSPERITY
 Estimate: 464
KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	08/15/12	08/17/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/13/12	08/19/12	--WTF--	3		\$700.00		0.00						
2	KSNV	08/15/12	08/17/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	3	\$1,400.00	1	0.00	NM	3	\$4,200.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/13/12	08/19/12	--WTF--	3		\$1,400.00		0.00						
3	KSNV	08/15/12	08/17/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	--WTF--	:30	3	\$500.00	1	0.00	NM	3	\$1,500.00
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/13/12	08/19/12	--WTF--	3		\$500.00		0.00						
4	KSNV	08/15/12	08/17/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	--WTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/13/12	08/19/12	--WTF--	3		\$325.00		0.00						
5	KSNV	08/15/12	08/17/12	Rachael Ray Rachael Ray	CM	11am-12pm	--WTF--	:30	6	\$325.00	1	0.00	NM	6	\$1,950.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/13/12	08/19/12	--WTF--	6		\$325.00		0.00						
6	KSNV	08/15/12	08/17/12	Dr. Phil Dr Phil	CM	3-4p	--WTF--	:30	3	\$450.00	1	0.00	NM	3	\$1,350.00
DR PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/13/12	08/19/12	--WTF--	3		\$450.00		0.00						
7	KSNV	08/15/12	08/17/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/13/12	08/19/12	--WTF--	3		\$1,000.00		0.00						
8	KSNV	08/15/12	08/17/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	--WTF--	:30	6	\$1,000.00	1	0.00	NM	6	\$6,000.00
JEOP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/13/12	08/19/12	--WTF--	6		\$1,000.00		0.00						
9	KSNV	08/15/12	08/17/12	Face to Face w/ Ralston Face to Face w/ J.Ralston	CM	730-758pm	--WTF--	:30	3	\$800.00	1	0.00	NM	3	\$2,400.00
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/13/12	08/19/12	--WTF--	3		\$800.00		0.00						
10	KSNV	08/15/12	08/17/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	--WTF--	:30	6	\$1,100.00	1	0.00	NM	6	\$6,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/13/12	08/19/12	--WTF--	6		\$1,100.00		0.00						
11	KSNV	08/15/12	08/17/12	The Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	6	\$425.00	1	0.00	NM	6	\$2,550.00
TONIGH SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/13/12	08/19/12	--WTF--	6		\$425.00		0.00						
12	KSNV	08/18/12	08/18/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	2	\$350.00	1	0.00	NM	2	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/13/12	08/19/12	-----S-	2		\$350.00		0.00						
13	KSNV	08/18/12	08/18/12		CM	7a-9am	-----S-	:30	2	\$625.00	1	0.00	NM	2	\$1,250.00

Order / Rev: 105142
 Alt Order #: 06838587
 Flight Dates: 08/15/12 - 08/21/12

Advertiser: Americans for Prosperity
 Product Desc: AMER FOR PROSPERITY
 Estimate: 464
KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Saturday Today											
				Saturday Today											
				SAT TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-					2	\$625.00		0.00			
14	KSNV	08/18/12	08/18/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	2	\$650.00	1	0.00	NM	2	\$1,300.00
				Sa-Su Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-					2	\$650.00		0.00			
15	KSNV	08/18/12	08/18/12	Weekend Jeopardy/Wheel	CM	630-730pm	-----S-	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
				WKND Jeop/Wheel											
				JEOP/WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-					2	\$500.00		0.00			
N16	KSNV	08/18/12	08/18/12	To the Point - PM	CM	730-758pm	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00
				To the Point											
				VEGAS INC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-					1	\$375.00		0.00			
17	KSNV	08/18/12	08/18/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
				Sa-Su News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-					1	\$1,100.00		0.00			
18	KSNV	08/19/12	08/19/12	News 3 Sunrise - SUNDAY	CM	6a-7a	-----S	:30	1	\$325.00	1	0.00	NM	1	\$325.00
				News 3 Sunrise SUNDAY											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S					1	\$325.00		0.00			
19	KSNV	08/19/12	08/19/12	Sunday Today	CM	7a-8am	-----S	:30	2	\$625.00	1	0.00	NM	2	\$1,250.00
				Sunday Today											
				SUN TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S					2	\$625.00		0.00			
20	KSNV	08/19/12	08/19/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
				Meet the Press											
				MEET THE PRESS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S					1	\$3,000.00		0.00			
21	KSNV	08/19/12	08/19/12	Chris Matthews 9:30AM	CM	9:30a-10a	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
				Chris Matthews SUN 9:30am											
				CHRIS MATTHEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S					1	\$500.00		0.00			
23	KSNV	08/19/12	08/19/12	NFL Football	CM	1P-9PM	-----S	:30	2	\$3,200.00	1	0.00	NM	2	\$6,400.00
				NFL Football											
				NFL PRESEASON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S					2	\$3,200.00		0.00			
24	KSNV	08/19/12	08/19/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
				Sa-Su News 3 at Eleven											
				LATE NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S					1	\$1,100.00		0.00			
25	KSNV	08/19/12	08/19/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$400.00	1	0.00	NM	1	\$400.00
				Sports Night in Las Vegas											
				SPORTS IN VEGAS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S					1	\$400.00		0.00			
26	KSNV	08/20/12	08/21/12		CM	6-7a	MT-----	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00

Order / Rev: 105142
 Alt Order #: 06838587
 Flight Dates: 08/15/12 - 08/21/12

Advertiser: Americans for Prosperity
 Product Desc: AMER FOR PROSPERITY
 Estimate: 464

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6-7a WakeUp w/Wag											
				M-F 6-7a WakeUp w/Wagners											
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----					2	\$700.00		0.00			
27	KSNV	08/20/12	08/21/12	Today Show	CM	658a-9am	MT-----	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
				Today Show											
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----					2	\$1,400.00		0.00			
28	KSNV	08/20/12	08/21/12	M-F Today Show II 3rd Hour	CM	9-10a	MT-----	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
				M-F Today Show II											
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----					2	\$500.00		0.00			
29	KSNV	08/20/12	08/21/12	M-F Today Show III 4th Hour	CM	10am-11am	MT-----	:30	2	\$325.00	1	0.00	NM	2	\$650.00
				Today 4th Hour											
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----					2	\$325.00		0.00			
30	KSNV	08/20/12	08/21/12	Rachael Ray	CM	11am-12pm	MT-----	:30	4	\$325.00	1	0.00	NM	4	\$1,300.00
				Rachael Ray											
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----					4	\$325.00		0.00			
31	KSNV	08/20/12	08/21/12	Dr. Phil	CM	3-4p	MT-----	:30	2	\$450.00	1	0.00	NM	2	\$900.00
				Dr Phil											
DR PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----					2	\$450.00		0.00			
32	KSNV	08/20/12	08/21/12	M-F Early News	CM	5-630p	MT-----	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
				M-F Early News											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----					4	\$1,000.00		0.00			
33	KSNV	08/20/12	08/21/12	M-F Jeop/Wheel	CM	630-730pm	MT-----	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
				M-F Jeopardy/Wheel of Fortune											
JEOP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----					4	\$1,000.00		0.00			
34	KSNV	08/20/12	08/21/12	Face to Face w/ Ralston	CM	730-758pm	MT-----	:30	2	\$800.00	1	0.00	NM	2	\$1,600.00
				Face to Face w/ J.Ralston											
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----					2	\$800.00		0.00			
35	KSNV	08/20/12	08/21/12	M-F News 3 at Eleven	CM	11pm-1135pm	MT-----	:30	4	\$1,100.00	1	0.00	NM	4	\$4,400.00
				M-F News 3 at Eleven											
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----					4	\$1,100.00		0.00			
36	KSNV	08/20/12	08/21/12	The Tonight Show	CM	1135p-1237a	MT-----	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
				Tonight Show											
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----					4	\$425.00		0.00			
													Totals	96	\$75,075.00